

## CASE STUDY

# illumma

## The challenge

Before Linear, Illumma’s operations team managed patient communication and care coordination using a patchwork of disconnected tools. Their core challenges included:

- Fragmented SMS and phone workflows through Spruce
- Manual patient tracking in Google Sheets and ClickUp
- Intake and forms managed externally via Kyruus + Athena
- Disjointed follow-up and outreach without automation
- Time-consuming coordination across front office and care team staff

With growing inbound volume and the need for consistent patient engagement, their staff was spending too much time on **manual workflows**—slowing response times and leaving patients behind.

## Our solution

Linear Health deployed a single operating layer that unified communication, simplified workflows, and automated patient engagement—fully integrated with Athena.

### Patient communication

- ✓ Unified SMS, phone, and secure email into one shared inbox
- ✓ Replaced Spruce with streamlined, compliant 2-way messaging

### Inbound Voice AI Agent

- ✓ Intelligent call routing and voicemail deflection
- ✓ Patient identity matching and scheduling triggers—without staff lift

### Campaigns Automation

- ✓ Recall and re-engagement campaigns
- ✓ Auto-triggered outreach based on patient behavior and status

### Patient communication

- ✓ Replaced Google Sheets, Spruce, Kyruus, and ClickUp
- ✓ One communication, intake, and coordination system across teams

## The results

Empowered the Illumma team to focus on patients, not process

# 10+

hours saved per provider  
per week

# 60%

of inbound calls are  
handled without staff  
intervention

Reduction in no-shows  
and manual follow-ups

# 4+

systems consolidated into  
one unified platform

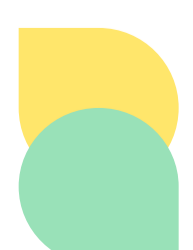
## What Illumma Says



“We were drowning in tools—Spruce, Google Sheets, Kyruus, ClickUp—and still chasing patients manually. Linear changed everything. Now our front office and care team work in one place, and our patients actually show up.”

– **Alli Waddell**

CEO at illumma



## Transform your practice

Ready to unify patient communication and automate your workflows?  
Let’s chat and schedule a demo.

 [www.linear.health](https://www.linear.health)

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